

JONATHAN BYRD'S EVENT & ENTERTAINMENT GROUP

Jonathan Byrd's Event & Entertainment Group

Long-standing Indiana Catering and Hotelier Expands into Event Management

INDIANAPOLIS (Nov. 12, 2015) – Jonathan Byrd's Hospitality and Restaurant Group today announced an expansion of its well known restaurant, catering and hotel operation business. Jonathan Byrd's Event & Entertainment Group will be operated by Byrd Enterprises' joint venture partner, Indianapolis-based, LST Marketing. The new venture, Jonathan Byrd's Event and Entertainment Group is investing in LST Marketing's expertise in event management, sports, entertainment, creative services and logistics as a compliment to the expansion of Jonathan Byrd's strong catering business to deliver corporate and family events alike.

The 27-year-old family owned company provides family dining experiences on the Southside of Indianapolis, as well as catering services for weddings, family events, corporate events and is the Official Caterer of the Indianapolis Colts.

"Our business focuses around delivering premium quality, whether it's from serving our clients at Camp Atterbury, supporting the Indianapolis Colts at their training facility or now servicing our new clients with flawless event management execution," says Ginny Byrd, CEO. "With LST Marketing, we have a joint venture partner and event operator we've known and trusted for nearly twenty years. Our focus is growing a new business vertical and becoming a regional leader in event management by expanding upon our existing relationships already in-place catering and hospitality businesses."

In addition to LST Marketing's event production and management services, the Indianapolis-based agency will provide business administration, corporate development and creative services among other offerings.

"It's always an exciting time announcing a new client, but partnering with an established hospitality leader and iconic family-owned business makes our relationship with Jonathan Byrd's Event & Entertainment Group even more meaningful," says Starke Taylor, president of LST Marketing. "Everyone from Jonathan Byrd's has seen this as a valuable opportunity to grow their brand, and to be able to provide quality event management, production and entertainment services on behalf of an Indiana business known for dependable and honest family programming."

“This is just the first step for us,” says John Lopes, CEO of LST Marketing. “We have great respect for the Byrd family and the expansion of their strong catering and hotel portfolio into the events space is a great addition to LST Marketing’s business here in Indiana. We have secured new events lined-up for this spring for Jonathan Byrd’s Event & Entertainment and we are very pleased with early progress of the new company.”

For inquiries on booking your next event, please email TJ Land at TJ.Land@LSTMarketing.com or call 317-383-0256.

LST Marketing

LST Marketing is a U.S. based full-service advertising and marketing agency providing custom solutions in experiential marketing, sports and entertainment, sponsorships, major events and brand marketing. LST Marketing’s team of professionals excel at creative services, event production, sponsorship activations, business-to-business strategy, corporate hospitality, marketing research, analytics and brand building. Follow us on Twitter **@LSTMarketing**.

Jonathan Byrd’s Hospitality & Restaurant Group

The Jonathan Byrd's Hospitality & Restaurant Group has been feeding central Indiana residents for over 63 years. Jonathan Byrd's flagship location in Greenwood has served millions of meals since its inception in 1988, while also delivering its experience to dozens of partner locations throughout the Indianapolis Metropolitan area through its extensive catering operation. Jonathan Byrd's Hospitality & Restaurant Group also manages the 502 East Event Centre, located in Carmel, and is Hamilton County's largest event space. Jonathan Byrd's will also have a large presence inside of Westfield's Grand Park, as it lends in name to the newly opening Jonathan Byrd's Fieldhouse, as well as the currently under construction indoor complex at Grand Park, where it will have restaurant and exclusive concessions operations in place. Jonathan Byrd's is also the foodservice provider at Camp Atterbury, located in Southern Johnson County and is the Official Caterer of the Indianapolis Colts.

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